

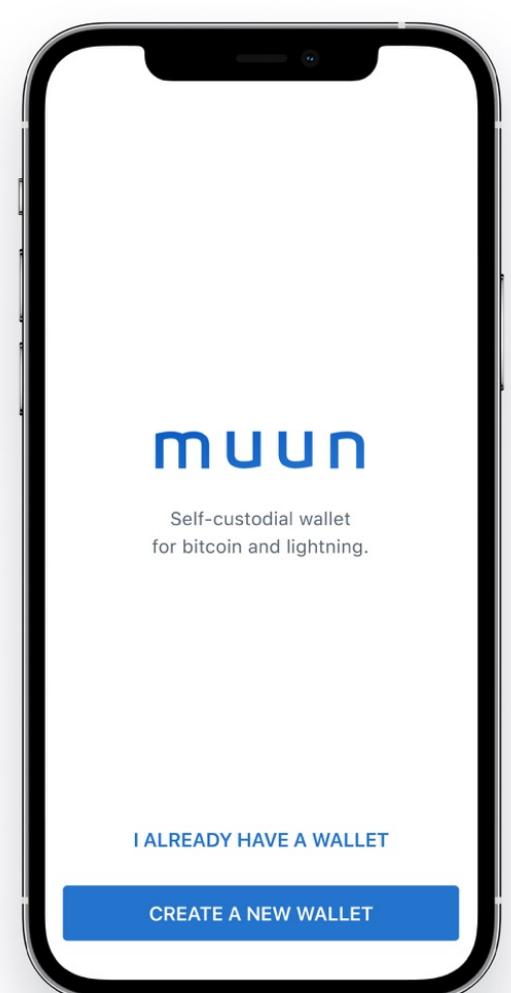
# How to use bitcoin



App Store



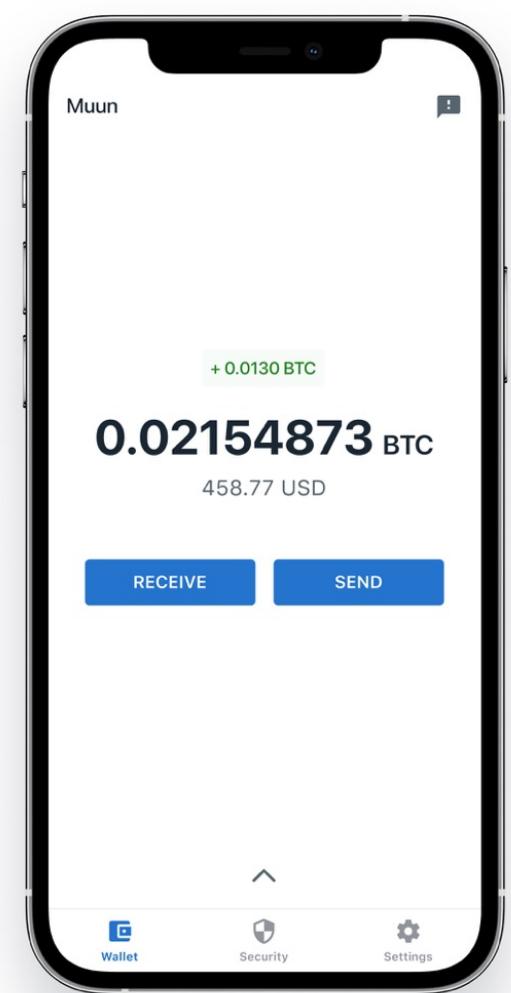
Google Play



## 1. Download an app

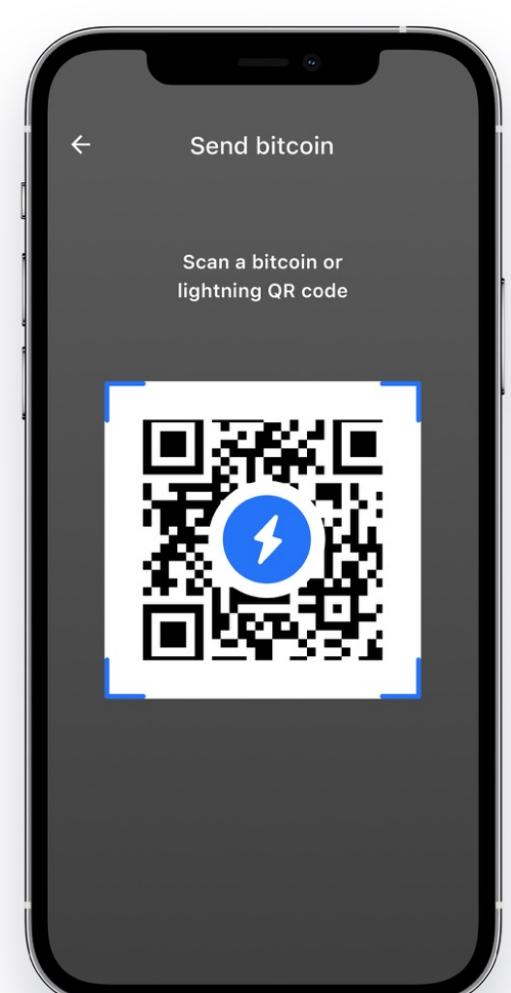
Bitcoin is an open network and there are many applications (aka "wallets") that allow you to receive, send and store bitcoin.

To get started, the **Muun**  application is recommended.



## 2. Create and backup wallet

Follow the instructions to **backup** your wallet and write down the code on a piece of paper. This code must remain secret. If you lose access to the device, you can use this **backup** to recover the funds.



## 3. Create invoice

Press the **Receive** button to generate a new address and choose the method to receive: **Bitcoin** (savings) or **Lightning** (checking).

Tap in **settings** to define the amount.

## 4. Receive bitcoin

Show the generated QR code for the customer to scan.

Once paid by the customer, your wallet will notify you that the payment has been received.

Payment for **Lightning** is immediate. **Bitcoin** payments take an average of 10 minutes to be completely secure.

# What is bitcoin?

Bitcoin is a new money protocol launched in 2009 in response to the 2008 financial crisis. It was developed to be internet native, without intermediaries, without borders, without governments and without bankers. Resistant to censorship and inflation.

On average, every 10 minutes, all global transactions are added to a decentralized record that is not controlled by anyone.



**FREEDOM MONEY**

Bitcoin  
for  
**Local Businesses**

# Why bitcoin

Bitcoin is a radically new way to store and transact value. Unlike normal financial networks, Bitcoin is able to operate without central authorities or trusted administrators. That makes Bitcoin the first ever open and borderless currency.

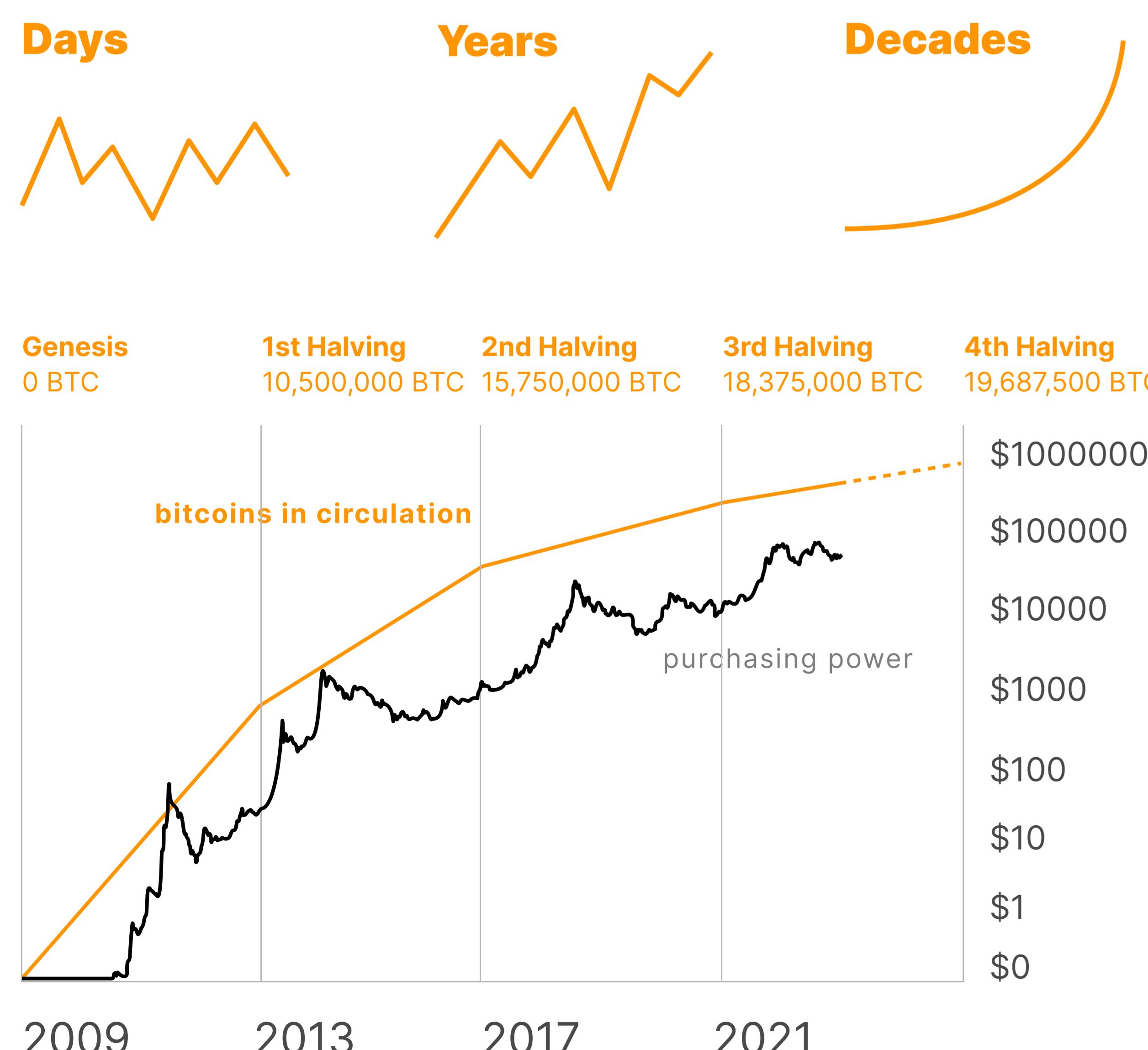
Bitcoin is a currency that gives you complete knowledge and ownership. For the first time in human history everyone can own and accumulate an asset that's truly **scarce, permissionless, decentralized, borderless, easily divisible, censorship resistant, programmable and unconfiscatable**.

Bitcoin can be sent anywhere in the world, quickly and cheaply. It has no need for a 3rd party transmitter, like a bank. A true social revolution enabled by technology.

## Volatility

In the short term, the value of Bitcoin tends to fluctuate, but the volatility observed on a day-to-day basis "disappears" in the long term.

Furthermore, the volatility of bitcoin prices has decreased over time. The more people use Bitcoin, the more its value stabilizes.



Bitcoin Network



Lightning Network



G Pay  
Apple Pay  
Corporate Networks



Visa Network

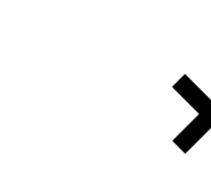


Coins and bills

**Wallet on your mobile phone**



**Full control of your money**



**Anonymous**



**International**

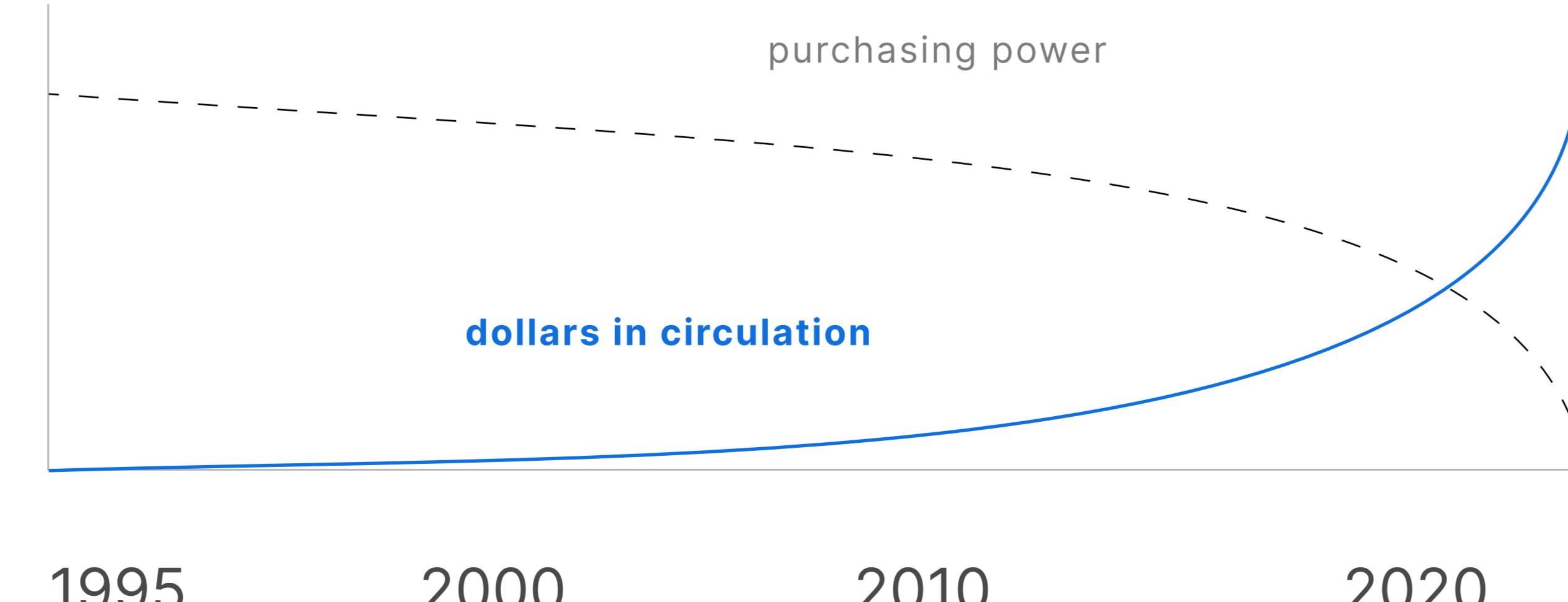


## Bitcoin is scarce

The scarcity defined by the algorithm is what gives Bitcoin value and makes it a good currency. The more users, the more purchasing power, as the amount of Bitcoin in circulation is limited.

The dollar, on the other hand, can be created out of thin air by the central bank (Federal Reserve) and there is no upper limit on the amount of dollars in circulation. This benefits the government through inflation, but not the population.

The more dollars in circulation, the less purchasing power each dollar has.



## Bitcoin tends to appreciate

When you receive and save in Bitcoin, everything tends to get cheaper in the long run. With fiat (state) currency, everything tends to get more expensive.

It is an investment in your own business if you are interested in autonomy, independence, and sovereignty over your own money.

Fiat's rules change regularly due to political issues and these changes rarely benefit the population. Bitcoin's rules are fixed and equal for everyone, immune to political or corruption issues.

Median Home	Priced in \$USD	Priced in Bitcoin
2000	\$173k	–
2010	\$224k	\$748k
2020	\$359k	\$12.4